



MORGAN COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	6,852	6,991	7,129	7,285	7,297	7,416	7,532	1.6%	22
Total Non-Ag Employment	1,560	1,522	1,561	1,636		1,634	1,744	6.7%	25
Non-Ag Avg Monthly Wage	\$1,947	\$2,001	\$2,070	\$2,133		\$2,103	\$2,109	0.3%	12
Per Capita Income	\$20,074	\$20,222	\$21,596	\$22,517	\$22,820	\$22,397	\$22,995	2.7%	8
Unemployment Rate	3.9%	4.1%	3.6%	3.6%		5.0%	4.2%	-0.8%	2
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$6.5	\$6.8	\$6.8	\$7.0	\$19.3	\$10.1	\$10.0	-1.0%	25
Travel & Tourism Related Employment	121	128	129	140	374	211	221	4.7%	27
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$136.0	\$142.0	\$142.0	\$146.0	\$170.0	\$210.8	\$208.6	-1.0%	25
Gross Taxable Room Rents	\$29	\$32	\$38	\$78		\$261	\$43	-83.5%	29
Transient Room Tax	\$0.9	\$1.0	\$1.1	\$2.3		\$7.8	\$1.3	-83.3%	29
Restaurant Tax	\$15.7	\$21.4	\$19.9	\$22.2		\$19.4	\$23.6	21.6%	24
Car Rental Tax	--	--	--	--		--	--	NA	--
Gross Taxable Retail Sales (millions)	\$43.2	\$52.8	\$55.1	\$55.3		\$48.7	\$49.3	1.2%	18
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,375,525	4,731,130	4,861,800	5,082,625		5,238,845	4,533,665	-13.5%	
Lagoon Amusement Park	1,150,000	1,210,000	1,200,000	1,100,000		1,100,000	1,100,000	0.0%	
Willard Bay S.P.	300,702	307,114	340,580	302,189		308,206	206,968	-32.8%	
This Is The Place S.P.	300,931	290,036	294,178	293,661		269,683	61,943	-77.0%	
Antelope Island S.P.	362,128	329,751	343,410	291,163		288,907	268,732	-7.0%	
Great Salt Lake S.P.	56,585	136,496	142,433	144,272		136,238	139,254	2.2%	
Rockport S.P.	210,015	245,406	152,605	117,505		89,497	159,570	78.3%	
East Canyon S.P.	83,322	87,769	99,617	105,737		102,040	71,101	-30.3%	
Golden Spike N.H.S.	46,203	47,012	45,273	44,510		47,242	45,023	-4.7%	
Ft. Buenaventura S.P.	42,813	44,217	47,441	24,154		12,400	NA	NA	

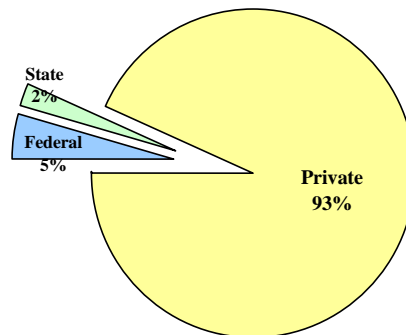
r = revised

Land Ownership - 2004		% Total
Total Acres in County	389,696	100.0%
Federal Government	17,719	4.5%
BLM	740	0.2%
US Forest Service	16,979	4.4%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	8,080	2.1%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
American Indian	--	--
Private**	363,897	93.4%

*Includes Military and Bankhead Jones land

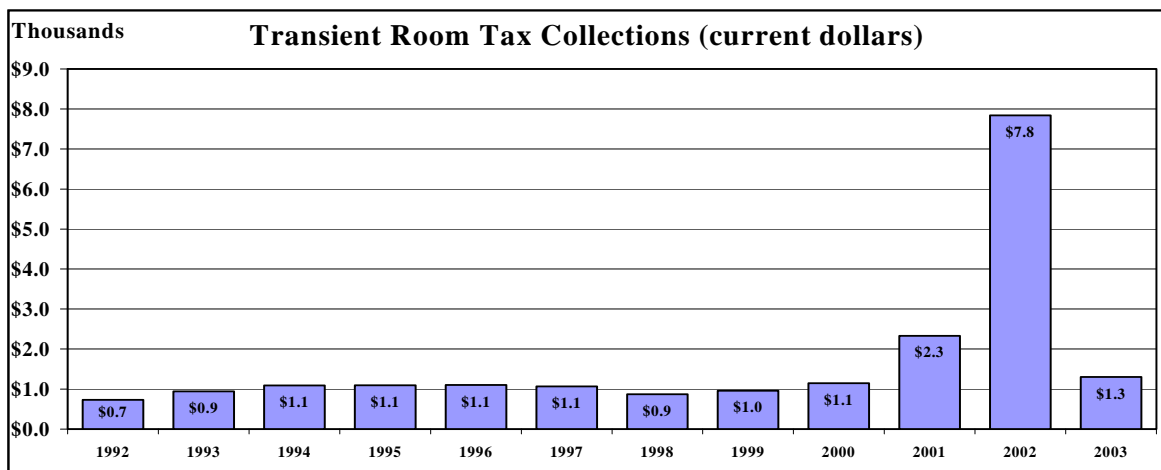
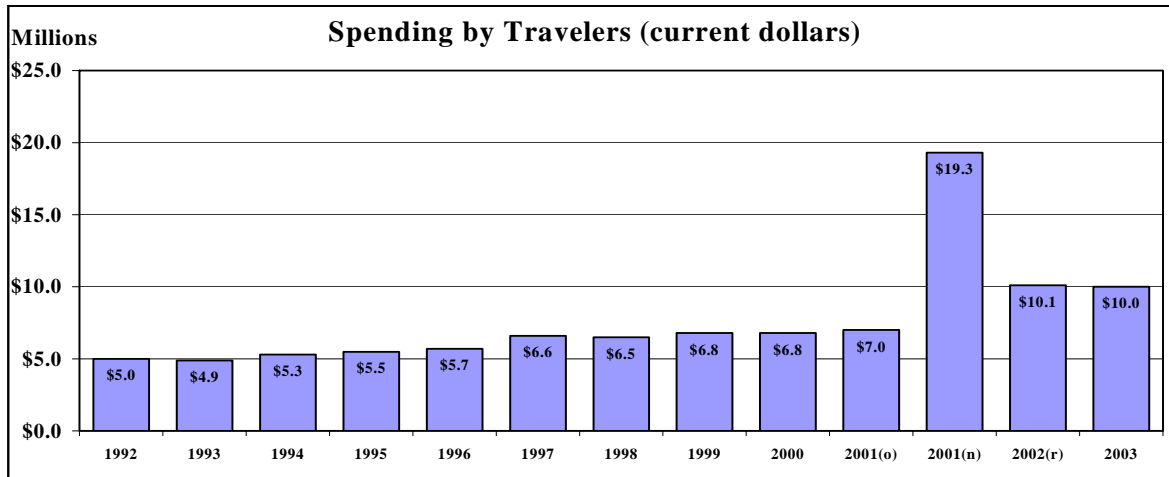
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Morgan County Tourism Profile



r = revised

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